

ORDER



Orders
Order / Rev: 65742
Alt Order #: 08883067
Product Desc: CENTER FOWARD
Estimate: 2072
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: CIA - O

KUCW-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Center Forward
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	2	\$1,600.00	\$1,360.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$1,600.00	\$1,360.00	0.00
Totals	2	\$1,600.00	\$1,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KUCW-TV	11%	\$1,600.00
Market	100%	\$14,545.45

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	30%	\$4,363.64
KSTU	5%	\$727.27
KTVX	24%	\$3,490.91
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	30%	\$4,363.64
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/16/12	10/19/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
THE BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		2			\$800.00			0.00			
Totals														2	\$1,600.00